

Carlsbad

at a glance

The City of Carlsbad is situated in north San Diego County where a great climate, beautiful beaches and lagoons, and abundant natural open space, combine with world class resorts, family attractions, well-planned neighborhoods, a diverse business sector and a charming village atmosphere to create the ideal California experience.



Population and area

Population.....	106,804
Total area.....	42 Sq. Miles
Population density	2,531/Sq. Mile

Educational attainment (Carlsbad/USA)

Population over 25	64,930/204,288,933
Bachelor's degree	51/28.1%
Graduate or professional degree.....	19%/10.4%

Income

Carlsbad avg. household income.....	\$96,084
San Diego County avg. household income	\$79,330

Top business clusters (# employees)

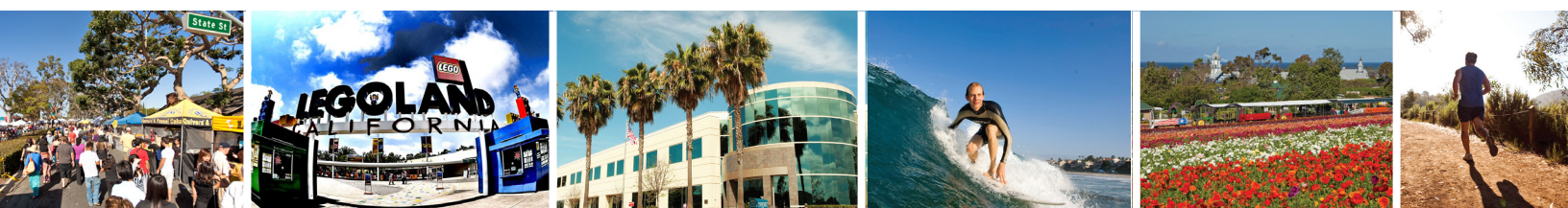
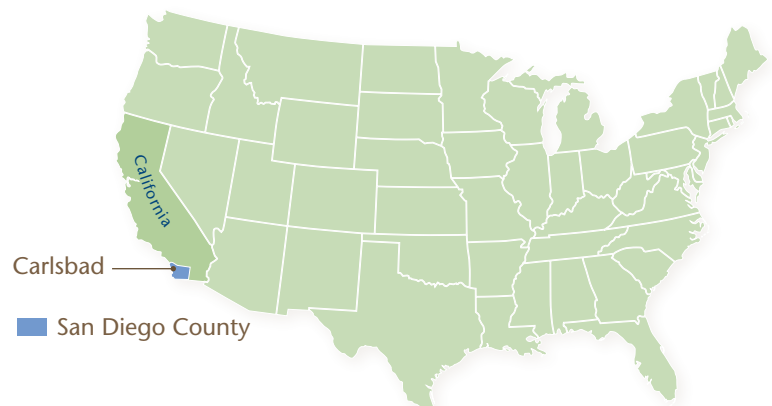
Hospitality	10,168
Life sciences	6,339
Sporting goods and recreation	2,588
Telecommunications and electronics	2,102

Universities and school districts

Colleges and universities within 30 miles
 California State University, San Marcos
 University of California, San Diego
 University of San Diego
 Mira Costa College
 Miramar College
 Palomar College

Elementary schools - greatschools.org ratings

Carlsbad has 16 elementary schools and is serviced by 4 top ranking school districts
 # of schools scoring 9 or 10 out of 10 11
 # of schools scoring 8, 9, or 10 out of 10 14



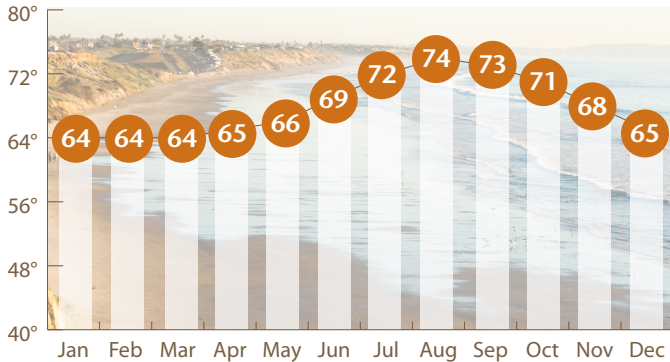
Top 20 employers

Employer - product/service

- 1) Life Technologies Corporation - biotechnology
- 2) TaylorMade - Adidas Golf - golf equipment
- 3) ViaSat, Inc. - communications
- 4) Callaway Golf - golf equipment
- 5) LEGOLAND California - family theme park
- 6) Genoptix, Inc. - biotechnology
- 7) Carlsbad Unified School District - government
- 8) La Costa Resort & Spa - resort
- 9) Park Hyatt Aviara Resort - resort
- 10) City of Carlsbad - government
- 11) Nordson Asymtek - manufacturing
- 12) Zimmer Dental - biotechnology
- 13) 24-Hour Fitness - fitness
- 14) Crestone Group Baking - food
- 15) Prescription Solutions - biotechnology
- 16) Alphatec Spine - biotechnology
- 17) Gemological Institute of America - training
- 18) Continuing Life Communities - retirement
- 19) Costco Wholesale Corporation - retail
- 20) ISIS Pharmaceuticals - biotechnology

Weather

Average high temperature (°F)



City budget (fiscal year 2011-2012)

City budget.....	\$259 million
Projected revenues (all funds).....	\$231 million
Projected revenues (General Fund).....	\$114 million
Adopted expenditures (General Fund).....	\$112 million

Tax profile

Property tax base rate	1%
State sales tax.....	8.75%

Entertainment, recreation and tourism

Annual visitors	2.9 - 3.5 million
Hotel rooms	3,617

Attractions

LEGOLAND California
 SEA LIFE Aquarium at LEGOLAND California
 Museum of Making Music
 The Flower Fields at Carlsbad Ranch
 Carlsbad Annual Music Festival

Outdoor recreation

Parks	25
Beaches and coastline.....	7 miles
Hiking trails	45 miles
Open space	9,300 acres
18-Hole golf courses	5
Beach side camping	Carlsbad State Beach

Transportation

Air

McClellan-Palomar Airport (United Airlines).....	in Carlsbad
San Diego International Airport	30 miles
John Wayne (Orange County) Airport.....	50 miles
Los Angeles International Airport (LAX)	90 miles

Highways

Interstate 5 and Highway 78

Ports

San Diego	27 miles
Long Beach	79 miles
Los Angeles	80 miles

Public transit

Amtrak
 Coaster (Carlsbad Village & Poinsettia stations)
 North County Transit District Bus System

